

LES MILLS

# VIRTUAL PLAYBOOK

SECRETS TO SUCCESS GUIDE



# WHAT IS VIRTUAL?

Our virtual classes are exciting, cinematic-quality versions of live classes delivered in studio using your choice of AV.

The technology we use is reliable and robust and has been designed especially for clubs.

Virtual classes allow members to work out at anytime, broadening your timetable and maximizing studio occupancy, even at off-peak times.

In the post-pandemic landscape, Virtual programming is a great way to blend hybrid fitness, bridging the gap between digital and live fitness.



# WHY VIRTUAL IS SUCCESSFUL?

Affordable Full Timetables	Scalable and High Quality	Gateway to Live Classes	Maximizes Studio Utilization	Hybrid Offering for Demographic Appeal
Full timetables equal an attractive proposition to new members.	A high quality, engaging customer experience can be difficult to achieve consistently. Much of it relies on a rockstar instructor.	Virtual classes act as a gateway to live classes and actually grow live attendance.	Most traditional fitness facilities have studios sitting empty for between 50 – 80% of their opening hours.	By providing a Virtual option, you are perfectly placed to meet the new consumer demand of members wanting to work out where they like, when they like.
Virtual Fitness provides the most affordable way to capitalize on member preference.	LES MILLS™ Virtual provides that world class quality in a scalable format.	Research shows that attendance numbers for live classes increase by 12% on average when clubs also run Virtual workouts.	Virtual classes spread the load across your timetable and put less pressure on your studio during peak periods.	Millennials account for 30% of Virtual users, showing the appeal a digital offering has to attracting a younger market to your facility.
	Deliver consistency of programming to complement live classes.	This is because it helps fight ‘gymtimidation’, supports members trying new programs in a low risk setting and ensures members don’t miss a session.		

# WHAT DO MEMBERS THINK ABOUT VIRTUAL?

**60%**

Of members state the Virtual classes offered by their gym has influenced their decision to join.

**800%**

Digital Fitness grew by this during the Pandemic.

**70%**

Are drawn to the flexibility of working out whenever it suits them.

**4.6/5**

Is how members rated their Les Mills immersive studio experience.

**75%**

Of Virtual fitness users also attend live classes.

# ROI EXAMPLE: 2 FITNESS STUDIOS

Under 2,000 members, with 1 Group Exercise Studio and 1 Cycle Studio.  
Likely you're running around 60 classes per week and achieving around 1,000 attendances per week from Group Exercise, average class size is 16.

➡ [Use our Virtual calculator to get a personalized report for your Club](#)

Optimization	Attendance	Acquisition	Retention	What Else?	Annual Return
<b>+135</b> You have the opportunity to add at least 135 virtual classes to your timetable per week.	<b>+945</b> Additional Group Exercise attendances per week from Virtual classes. Average class size = 7	<b>+173</b> New members to Group Exercise per week.	<b>+99</b> 493 new referrals from increased GX members = 99 newly-acquired members @ 20% conversion rate.	<ul style="list-style-type: none"> <li>• Pay for class models = direct increase in revenue</li> <li>• Increased member frequency due to more GX<sup>1</sup></li> <li>• Attracting new members due to increased timetables<sup>2</sup></li> <li>• Retaining more members for longer<sup>3</sup></li> <li>• Increased traffic = increased ancillary revenue opportunities</li> </ul>	Annual return from member acquisition & retention from LES MILLS Virtual (based on \$50 pcm & 9% increase in retention).  <b>= \$76,611</b>
<b>70%</b> Of operational hours your studios are typically empty.	<b>55%</b> Of Virtual users are new to Group Exercise.	<b>3X</b> 95% of LES MILLS GX members refer 3 people on average.			

1. GX users attend their gym 3 times on average vs non-GX 1.9 times per week.

2. 60% of members state that the number of group exercise classes their gym offers has influenced their decision to join the gym.

3. GX users are 26% less likely to cancel their memberships.

# TIMETABLE EXAMPLE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
07:00	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>GRIT</b>			LesMILLS <b>GRIT</b>		
07:30	LesMILLS <b>BODYBALANCE</b>		LesMILLS <b>BODYPUMP</b>	LesMILLS <b>GRIT</b>		LesMILLS <b>BODYPUMP</b>	
08:30	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>CORE</b>	LesMILLS <b>CORE</b>	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYPUMP</b>
09:30	LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYBALANCE</b>
10:45	LesMILLS <b>BODYCOMBAT</b>	LesMILLS <b>BODYCOMBAT</b>	LesMILLS <b>BODYCOMBAT</b>	LesMILLS <b>BODYATTACK</b>		LesMILLS <b>BODYCOMBAT</b>	LesMILLS <b>BODYCOMBAT</b>
11:45	LesMILLS <b>CORE</b>	LesMILLS <b>CORE</b>	LesMILLS <b>BODYPUMP</b>		LesMILLS <b>GRIT</b>	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYPUMP</b>
12:30	LesMILLS <b>BODYPUMP</b>		LesMILLS <b>GRIT</b>			LesMILLS <b>BODYCOMBAT</b>	LesMILLS <b>BODYCOMBAT</b>
13:00	LesMILLS <b>GRIT</b>	LesMILLS <b>CORE</b>	LesMILLS <b>BODYPUMP</b>			LesMILLS <b>CORE</b>	LesMILLS <b>CORE</b>
14:00	LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYBALANCE</b>			LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYBALANCE</b>
15:15	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYPUMP</b>		LesMILLS <b>BODYATTACK</b>	LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYBALANCE</b>
16:15	LesMILLS <b>CORE</b>	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>CORE</b>			LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYPUMP</b>
17:30		LesMILLS <b>BODYCOMBAT</b>	LesMILLS <b>GRIT</b>	LesMILLS <b>CORE</b>	LesMILLS <b>BODYPUMP</b>	LesMILLS <b>BODYCOMBAT</b>	LesMILLS <b>BODYCOMBAT</b>
18:15	LesMILLS <b>BODYATTACK</b>		LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYBALANCE</b>	LesMILLS <b>BODYATTACK</b>	LesMILLS <b>CORE</b>	LesMILLS <b>CORE</b>
19:30			LesMILLS <b>BODYATTACK</b>	LesMILLS <b>GRIT</b>			
20:51		LesMILLS <b>BODYBALANCE</b>		LesMILLS <b>BODYCOMBAT</b>	LesMILLS <b>CORE</b>		

# EVIDENCE: JUBILEE HALL GYM, LONDON

Being squeezed from all sides in London's highly-competitive club market, Jubilee Hall Gym needed a bold new strategy to safeguard its future. The team explain how they've combined cutting-edge technology with world-class workouts to put their club back on the map.

**99%**

Of member reviews rates the classes 5\*s.

**80%**

Class usage increase since introducing Virtual.

**30%**

Of regular THE TRIP™ users had never done a cycling class before.

## Attract more members & drive class usage

- The management team embarked on a transformation plan to save the club and secure a sustainable future.
- This saw a major overhaul of the historic gym's design and infrastructure and the introduction of new digital solutions, including a fully immersive cycling studio, offering THE TRIP, LES MILLS SPRINT™ and RPM™ Virtual
- The end result saw a significant uptick in members joining & class usage increasing by 80%
- This additional revenue created by new members resulted in a budget surplus to fund the charity's outreach programs, supporting deprived communities to become more active.

"THE TRIP's been a game-changer for us," says Club Manager Oliver Deen.

"We needed to modernize to compete with the competition and this program puts us right at the cutting edge of fitness. We've seen a big spike in class numbers since launching and it's bringing more people into the studio.

"By adding THE TRIP and the other virtual cycling programs, we've doubled the size of our timetable by adding 30 extra classes per week, while our operating expenditure is exactly the same as it was before. Now members are getting more bang for their buck and absolutely loving it – the visuals and the programming are like nothing they've ever seen before."

➡ [Read about Jubilee Hall Gym](#)

# EVIDENCE: FITNESS HUT, PORTUGAL

Since launching in 2011, Fitness Hut has taken Portugal by storm with its low-cost premium model which places a strong emphasis on innovation and group fitness. But with workouts regularly at capacity, CEO Nick Coutts wanted to ensure members wouldn't be disappointed at missing out on their favourite class.

**+53%**

Virtual classes have doubled class offering

**40%**

Of club attendance is driven by group exercise

## Maximize your returns

- Content is king. Consistency of experience for members will keep them engaged in Virtual classes.

"We consider 30 people to be a successful live class, whereas I'd count 4 or 5 as a successful virtual class because that's what 5 people using a space which otherwise would be empty."

"We only had BODYPUMP™ initially as we thought that the other generic off-the-shelf virtual options were enough to supplement this. But they weren't really moving the needle, so we decided to add RPM and immediately uptake shot through the roof. We started adding more and have never really looked back. We now offer a broad rand of LES MILLS Virtual content - BODYPUMP, RPM, CXWORX™, BODYCOMBAT™ and SH'BAM™."

- Nick Coutts, CEO Fitness Hut.

# HOW VIRTUAL HAS EVOLVED

The days of faded old projectors and sterile monologues are gone. The next generation of Virtual is upon us and cinematic-quality is the new normal. Like movie-goers, gym members will no longer accept 1-star stinkers, they want 5-star Virtual experiences in a top-quality studio.

LES MILLS Virtual classes are exciting, blockbuster-quality versions of live classes. They enable you to deliver the industry's most popular workouts led by the world's best instructors. The price of new technology audio-visual has plummeted and we can guide you to the best buys.

## Better Screens For Lower Cost

Technology has improved and cost has reduced. Gone are the days of blacking out the floors and walls and significant installation time and cost. LED video walls are now an attractive investment option. Transition your empty studio walls into one of your biggest revenue contributors through Virtual Fitness.

## Cutting-Edge Cinematic Content

Content is king. Cinematic quality is now accessible through LES MILLS Virtual. Every quarter, new releases are available for you to schedule, delivered by the world's leading instructors. We have expanded our Virtual program offering to cover all major categories, including cutting edge IMMERSIVE FITNESS™ experience THE TRIP, BARRE™ and SPRINT™.

## Easy Off The Shelf Player Solution

Hated the idea of ongoing maintenance for a black box player solution? Now there is a free of charge iPad application that allows you to play and schedule your LES MILLS Virtual programs without any ongoing technology fees.

## Implementation Support

A full suite of support documents are available to ensure that launching your LES MILLS Virtual solution is simple, easy and effective.

## With Les Mills Virtual – You Get Access To:

- A comprehensive introductory guide with full support documentation.
- A success guide outlining targets and goals bespoke to your club, team training and scheduling assistance.
- Technical onboarding and access to our commission-free AV advice and installation partners.
- A complete 6-week launch guide with all marketing collateral, and access to fresh assets quarterly to keep members engaged with Virtual in your club.

# QUESTIONS

Get in touch to see how Virtual can work for your facility

[lesmills.com/us/virtual](http://lesmills.com/us/virtual)

